Interactive NWS - iNWS

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Norman, OK
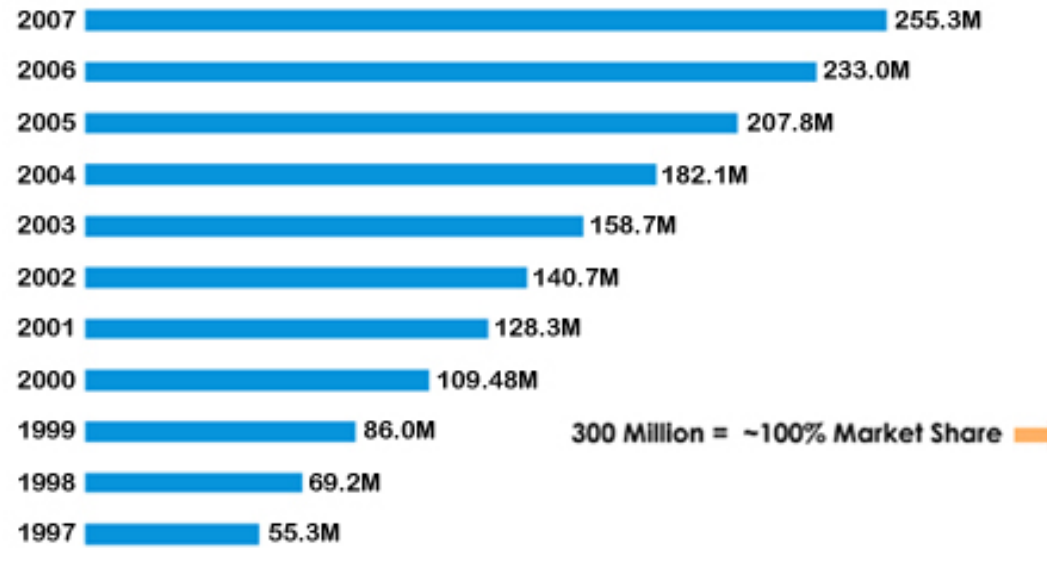
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Outline

▶ What is iNWS?

▶ Motivation

▶ Overview of iNWS

▶ Future Plans

▶ Demo

▶ Questions

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What is iNWS?

▶ A system to explore NWS use of mobile technology and Web 2.0 ideas

▶ Prototype mobile applications and mobile web pages for browsing weather data

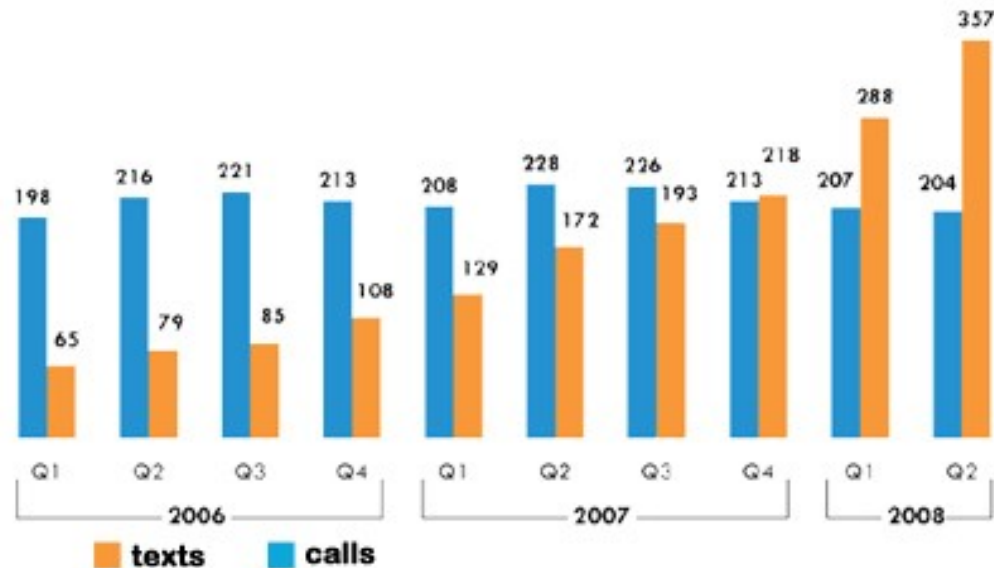▶ Evolved to currently focus on using text messages to alert users of weather threats

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Motivation

Year	Value
2007	255.3M
2006	233.0M
2005	207.8M
2004	182.1M
2003	158.7M
2002	140.7M
2001	128.3M
2000	109.48M
1999	86.0M
1998	69.2M
1997	55.3M

300 Million = ~100% Market Share

▶ Mobile penetration expected to reach 95% in the US during 2010

▶ Source: CTIA Wireless, 2008

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Motivation Cont.

▶ The number of voice calls per mobile device has been decreasing while text message volume has exploded.

　　▶ Source: Nielsen Mobile

Motivation Cont.

▶ Need to get people to take action during hazardous weather events

▶ Text message alerts can be an additional piece of information to confirm the need to take action

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Overview

▶ http://inws.wrh.noaa.gov

▶ Users register for an account

  ▶ Currently limited to:

    ▶ Government affiliated emergency planning and response personnel

    ▶ Skywarn Net Control Operators

    ▶ NWS core partners

    ▶ Media

  ▶ Looking at options for a general public solution in the future
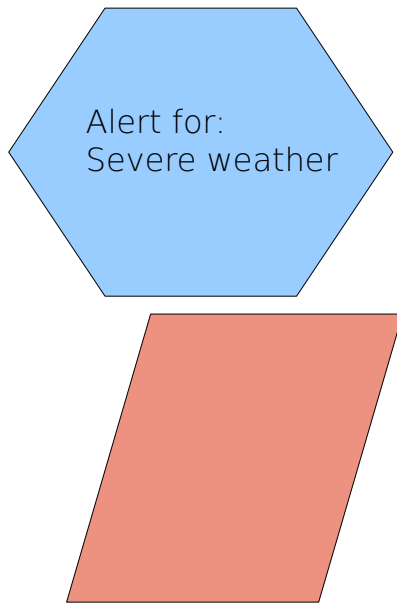
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Overview Cont.

▶ Once registered, users login to manage their alert profile.

▶ Create 'Alert Areas' by:

 ▶ County

 ▶ Address

 ▶ Custom

▶ Choose weather types for each Alert Area
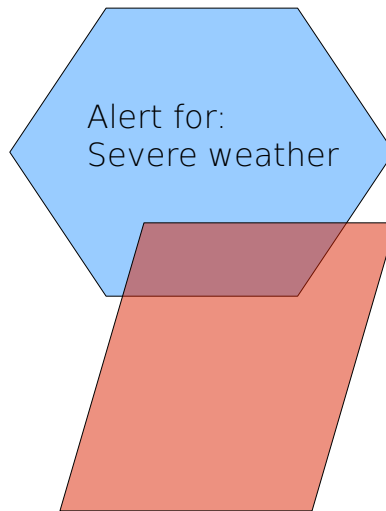
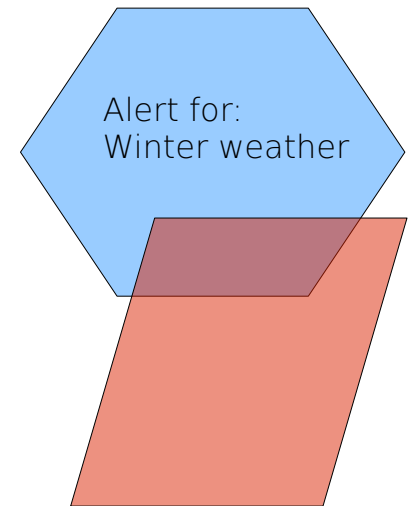▶ Receive alerts by email or text message

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Overview Cont.

▶ When the NWS issues a product that impacts your alert area, an alert is sent.

Alert for:
Severe weather

Alert for:
Severe weather

Alert for:
Winter weather

No alert sent

Alert sent
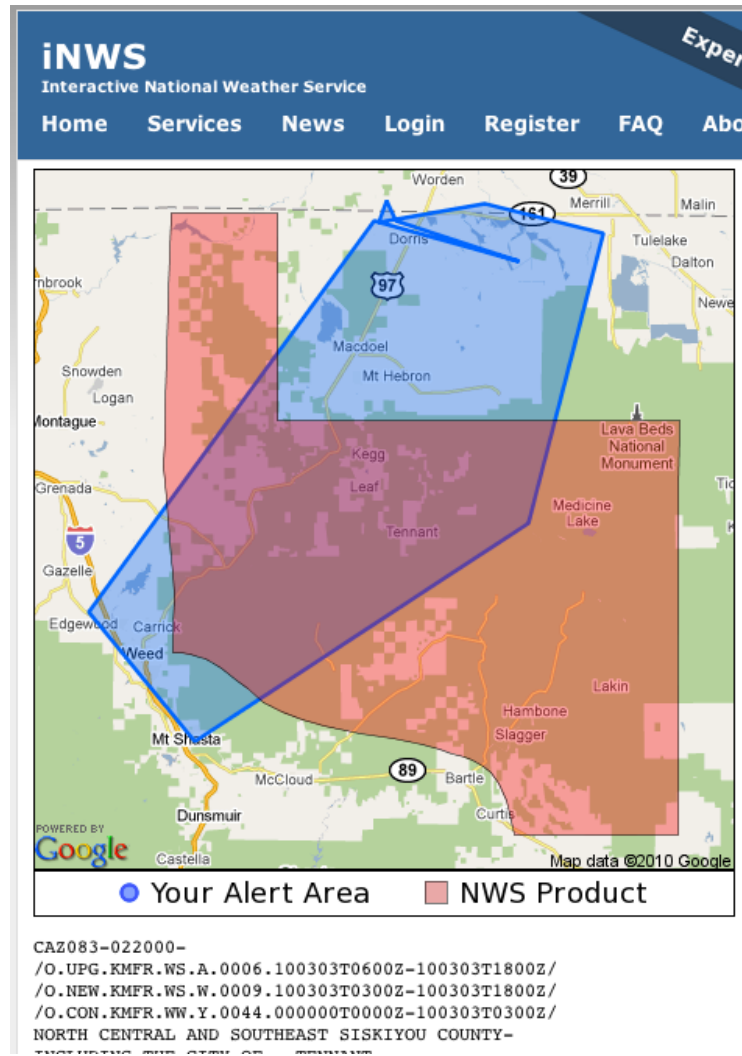
No alert sent

User Alert Area   Tornado Warning

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Overview Cont.

▶ Example alert:

New event. Winter Storm Warning from 03/02/10 07:00 PM PST to 03/03/10 10:00 AM PST for Klamath Route.
http://bit.ly/9s3y1Y

Overview Cont.

▶ Follow link in alert to get more information on a web page

▶ Desktop or mobile browser

Future Plans

▶ iNWS is becoming an 'operational' NWS service.

▶ Add alerts for changes in river gauge observations forecasts.

　▶ Driven by Advanced Hydrologic Prediction Service (AHPS) data

▶ Add more information to alert summary web page

　▶ Real time storm reports, photos, video, social media, etc.

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Demo

Questions?

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